

Clmpto cc

03-14-05

1. A method of determining a price associated with a secondary address to be used as an alias for a primary address identifying a remote data object on a computer network, said method comprising the step of:
  - 5 using a length algorithm whereby shorter secondary addresses are associated with higher prices.
2. A method as claimed in claim 1, wherein said length algorithm provides a relationship whereby price is inversely proportional to length of a secondary address for at least a range of secondary address lengths.
3. A method as claimed in claim 1, further comprising the step of:
  - 5 using a relevance algorithm whereby secondary addresses determined to have a pre-existing relevance to users are associated with higher prices.
4. A method as claimed in claim 1, further comprising the step of:
  - 5 using a duration algorithm whereby secondary addresses are allocated to be as said alias for a predetermine use period whereby longer use periods are associated with higher prices.

Best Available Copy

5. A method as claimed in claim 4, wherein said duration algorithm provides a relationship whereby price is proportional to use period of a secondary address.

25 6. A method as claimed in any one of the preceding claims, wherein said secondary address is formed of numeric characters.

7. A method as claimed in claim 6, wherein an address prefix formed of alphanumeric characters is concatenated with said secondary address to form an internet URL address.

30

8. A method as claimed in claim 7, wherein said address prefix is a common address prefix that is an internet URL address for a mapping server operable to map said secondary address to said primary address.

9. A method as claimed in claim 1, wherein said remote data object is an internet web page.

10. Apparatus for determining a price associated with a secondary address to be used as an alias for a primary address identifying a remote data object on a computer network, said apparatus comprising:

length pricing logic using a length algorithm whereby shorter secondary addresses are associated with higher prices.

10 11. Apparatus as claimed in claim 10, further comprising:

relevance pricing logic using a relevance algorithm whereby secondary addresses determined to have a pre-existing relevance to users are associated with higher prices.



12. Apparatus as claimed in claim 10, further comprising:

duration pricing logic using a duration algorithm whereby a secondary addresses are allocated to be as said alias for a predetermine use period whereby longer use periods are associated with higher prices.

13. A computer program product storing a computer program for controlling operation of  
20 a computer to determine a price associated with a secondary address to be used as an alias for a primary address identifying a data object on a computer network, said apparatus comprising:  
length pricing code using a length algorithm whereby shorter secondary addresses are associated with higher prices.

25 14. A computer program product as claimed in claim 13, further comprising:  
relevance pricing code using a relevance algorithm whereby secondary addresses determined to have a pre-existing relevance to users are associated with higher prices.



15. A computer program product as claimed in claim 13, further comprising:  
duration pricing code using a duration algorithm whereby a secondary addresses are allocated to be as said alias for a predetermine use period whereby longer use periods are associated with higher prices.